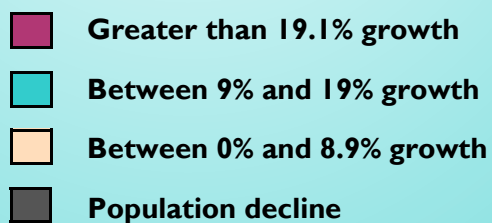
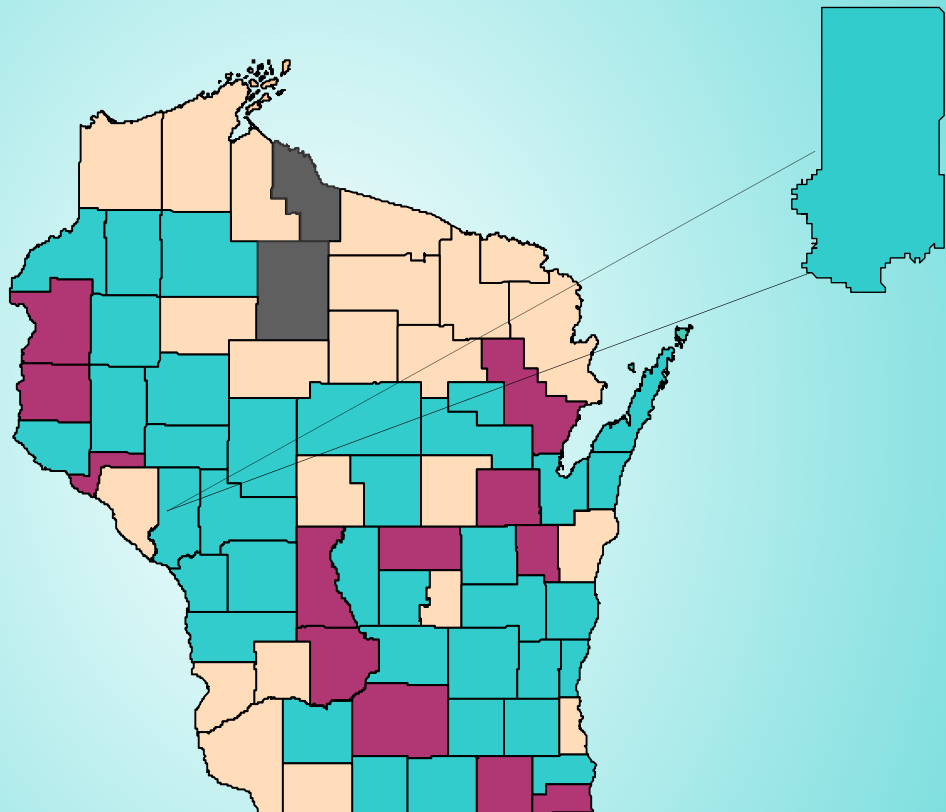


Trempealeau County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population in Trempealeau County increased 1.4 percent from April 2000 through December 31, 2001. The increase of 383 residents was primarily from individuals moving into the county. This increase in Trempealeau County's population would be considered slow, at best. During the same time period the national population grew by 2.0 percent and the state population grew by 1.7 percent.

The largest numerical increases in population were in the towns of Arcadia and Trempealeau and the village of Trempealeau. The official increase in population in the towns of Arcadia and Trempealeau was 47 and 65 respectively, and together they accounted for 29 percent of the total increase in county population.

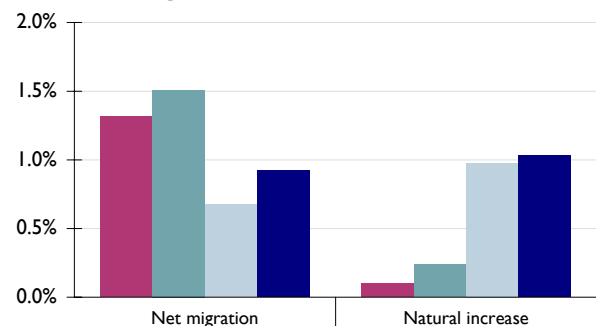
The migration rate in Trempealeau County was higher than the 0.9 percent migration rate in Wisconsin but it lagged the experience of other non-metropolitan counties in the state. There was a net increase of 356 individuals in the county from migration since 2000.

The increase in population from natural causes totaled just 27 even though there were 572 births in the county since the 2000 census. One reason why the increase in population from natural causes is so much lower than other counties is that the median age in Trempealeau County in 2000 was 38.3 years,

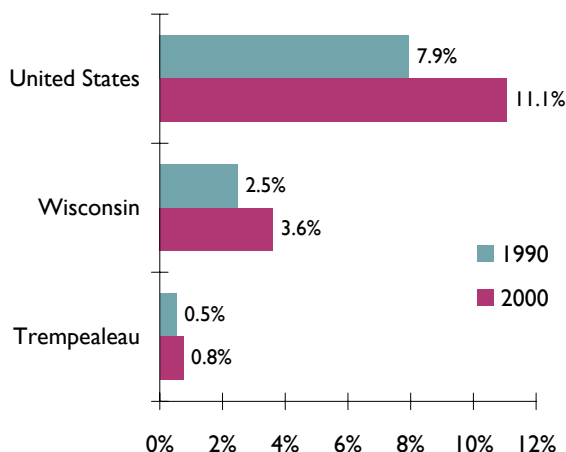
Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Trempealeau County	27,010	27,393	1.4%
Largest Municipalities			
Arcadia, City	2,402	2,394	-0.3%
Trempealeau, Town	1,618	1,683	4.0%
Osseo, City	1,669	1,675	0.4%
Whitehall, City	1,651	1,655	0.2%
Arcadia, Town	1,555	1,602	3.0%
Gale, Town	1,426	1,448	1.5%
Galesville, City	1,427	1,439	0.8%
Trempealeau, Village	1,319	1,383	4.9%
Blair, City	1,273	1,301	2.2%
Ettrick, Town	1,284	1,293	0.7%

Net migration and natural increase



Share of Foreign-born Residents



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

one of the highest in Wisconsin.

The population in Trempealeau County is still mostly white and the county's share of foreign-born residents is very low compared to the United States and Wisconsin.

Barring some unforeseen and radical change in the

(Continued on page 2)

Trempealeau County Workforce Profile

Population Projections by Age Groups in Trempealeau County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	819	1,018	1,035	962	630	787	913	1,134	1,091	1,063	878	722	591	489	471	923
Female	844	922	982	905	601	735	882	1,062	1,013	967	780	679	560	524	546	1,482
2005																
Male	828	871	1,047	999	792	716	858	971	1,168	1,118	1,066	881	713	547	412	898
Female	792	898	950	940	747	695	791	934	1,096	1,020	972	774	660	534	490	1,466
2010																
Male	854	869	890	1,010	821	896	783	916	1,003	1,201	1,125	1,073	874	661	464	843
Female	816	833	918	908	775	853	751	842	967	1,105	1,026	965	753	632	502	1,397
2015																
Male	881	888	884	854	825	930	967	832	943	1,028	1,204	1,129	1,061	809	561	851
Female	842	850	848	874	745	884	909	797	870	972	1,108	1,015	936	721	594	1,357
2020																
Male	899	909	902	846	696	932	999	1,021	855	966	1,031	1,209	1,117	983	688	945
Female	859	870	864	806	716	851	939	958	823	874	975	1,096	984	897	679	1,423

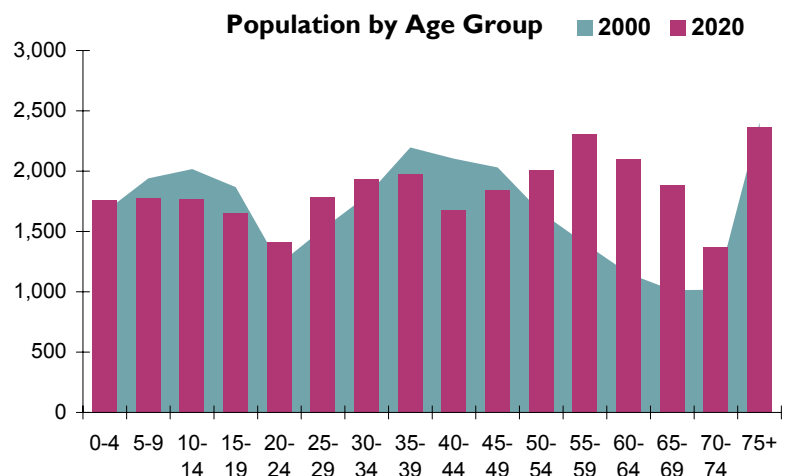
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

county's demographic trends, growth in the county's population will continue the current trend of aging. Nationally, more births are occurring in non-white populations, plus a median age in Trempealeau County of nearly 40 cannot be overlooked. The median age will only increase in the years to come.

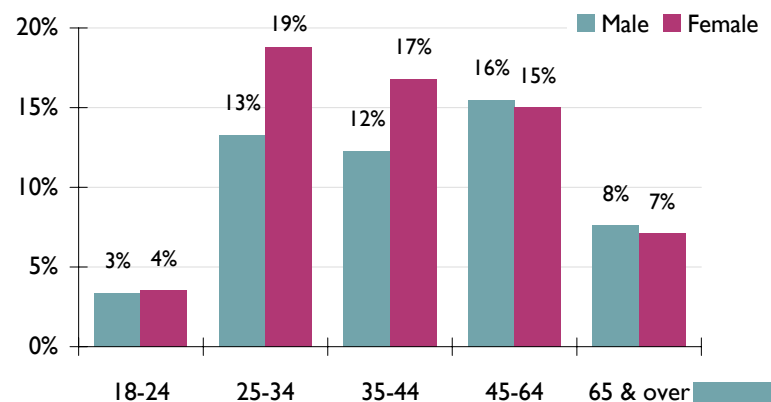
Population age projections illustrate that the share of population over the age of 60 will increase from 20 percent of the population in 2000 to 27 percent in 2020. The population under 20 years old will decline from 28 percent to 23 percent of the total.

From 2000 to 2020 total population is projected to increase by just over 2,600 residents though the population under 20 will decline by 530 persons. The population over 60 will increase by 2,130, accounting for 82 percent of the increase in Trempealeau County's population in the next 20 years.

A noticeable trend in Trempealeau County, as well as in the state, is that a higher share of younger females have at least a bachelor's degree than men. At a statewide level, older generations have higher percentages of males with college degrees. These older generations reflect a time when more men attended college than women.



Percent of age group with at least a Bachelor's degree in Trempealeau County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle-aged groups and lowest for the older-aged groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In 2002, the LFPR in Wisconsin of 73 percent placed Wisconsin among the five highest states in the United States. The overall participation rate in Trempealeau County in 2002 was 73.9 percent, slightly higher than in the state and substantially higher than the 67 percent rate in the nation.

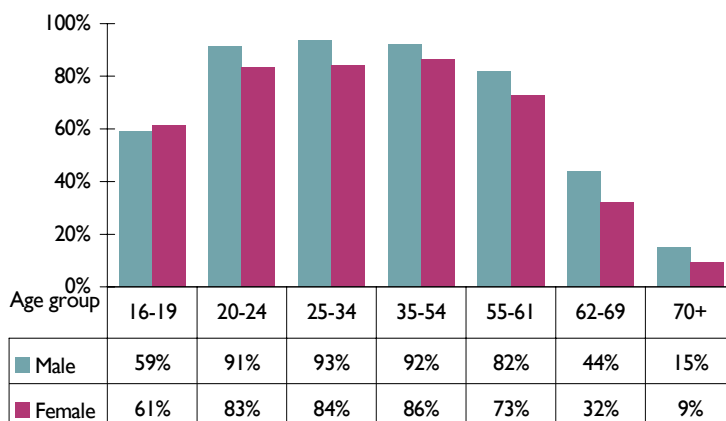
A population in Trempealeau County that is increasingly over 60 years old, an increasing median age, and a reduction in the number of residents entering the county workforce are issues that will need to be addressed in the next 5-10 years.

The labor force projections in the bottom graph assume current participation rates by age and sex of the projected population in 2020. By 2020, even though the number of residents will increase by 2,600, the number who participate in the labor force will increase by half that. Increasing the participation rate among Trempealeau County's older population could help alleviate some of the impending labor shortage.

Of the roughly 15,300 residents who currently participate in the labor force about 14,400 are employed and 900 are unemployed. The unemployment rate is up from a record low in 1999 due to the recession and the increasing number of unemployed persons in the county. In 2002, Trempealeau County average annual unemployment rate climbed to the highest level since 1994 when it was 7.0 percent.

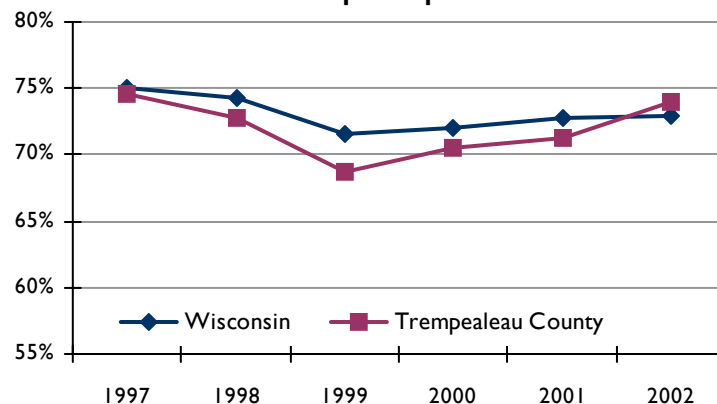
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Trempealeau Labor Force Participation by Age & Sex in 2000



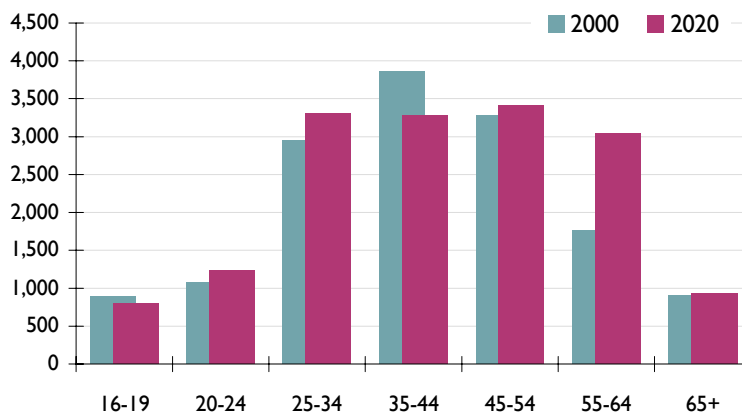
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Trempealeau County



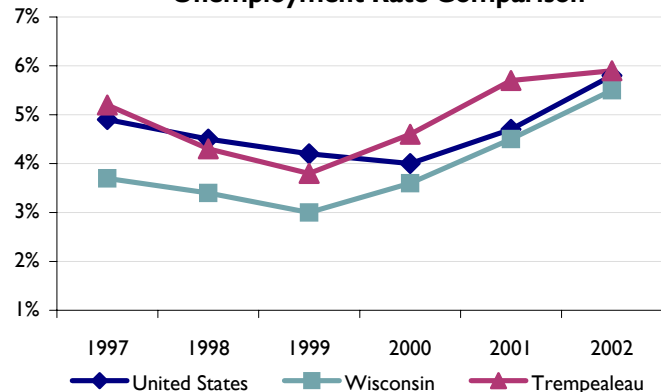
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Trempealeau County Workforce Profile

When the economy recovers labor shortages will once again become a major problem for employers. In the recovery to come, unemployment rates will decline.

By 2020, labor shortages will be acute in Trempealeau County. With a projected total labor force in 2020 approaching 16,000, and total number of employed increasing at half the rate of the last twenty-year period, the unemployment rate in Trempealeau County would decline to under 2.0 percent.

Unemployment Rate Comparison



Trempealeau County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	14,629	14,462	13,874	14,637	14,957	15,323
Employed	13,867	13,845	13,353	13,963	14,098	14,413
Unemployed	762	617	521	674	859	910
Unemployment Rate	5.2%	4.3%	3.8%	4.6%	5.7%	5.9%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Trempealeau County is in the Western region of the state and the list on the right is representative of the jobs in that eight-county region.

The greatest numerical demand for workers is found on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and office clerks. All three require a greater degree of education and the wage scales reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, usually with higher training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from five jobs to ten jobs increased 100 percent whereas an occupation that changes from 2,000 jobs to 2,200 jobs increased only 10 percent.

Western Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.65
	Network/Computer Systems Admin	Bachelor's degree	\$23.49
	Medical Records/Health Info Techs	Associate degree	\$11.43
	Medical Assts	1-12 mo. on-the-job training	\$10.61
	Personal and Home Care Aides	1-month or less training	\$8.25
	Computer/Information Systems Mgrs	Work experience & degree	\$29.77
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.30
	Computer Systems Analysts	Bachelor's degree	\$24.14
	Home Health Aides	1-month or less training	\$9.03
	Dental Assts	1-12 mo. on-the-job training	\$10.93
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.91
	Cashiers	1-month or less training	\$7.60
	Retail Salespersons	1-month or less training	\$9.04
	Waiters/Waitresses	1-month or less training	\$7.55
	Registered Nurses	Bachelor's degree	\$20.23
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Janitors/Cleanrs Ex Maids/Hskpng	1-month or less training	\$9.42
	Office Clerks/General	1-month or less training	\$10.27
	Bartenders	1-month or less training	\$7.41
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.95

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon counties.

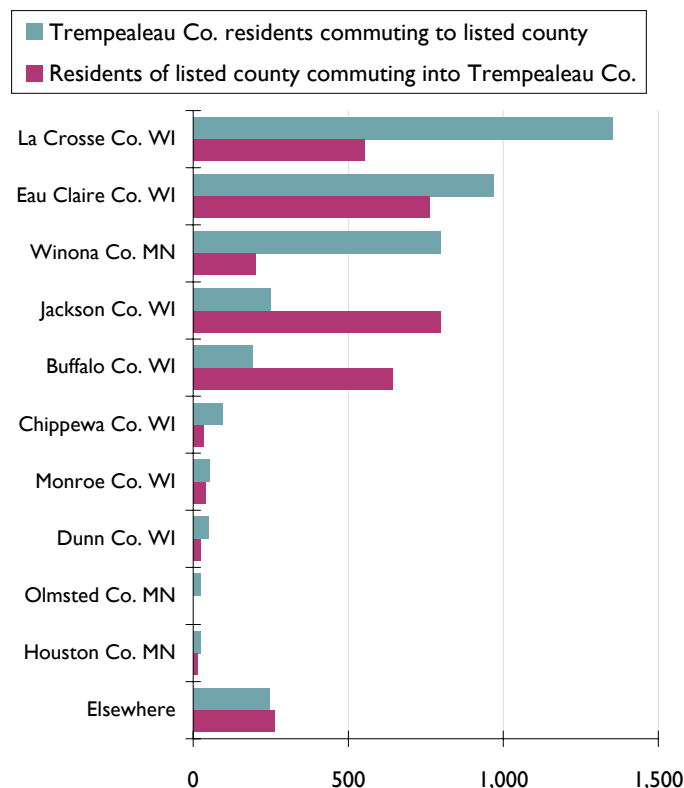
Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

Trempealeau County workers are very mobile and many Trempealeau County residents work in a place other than their county of residence. Generally they commute alone more than ever before. In the 1990 Census, 64 percent of workers drove alone and 14 percent carpooled. According to Census 2000, 75 percent of Trempealeau County resi-

dents drive to work alone and 12 percent car-pooled.

Workers are also spending more time traveling to jobs. The average time it took Trempealeau County residents to get to work increased from 18.8 minutes in 1990 to 21.9 minutes in 2000.

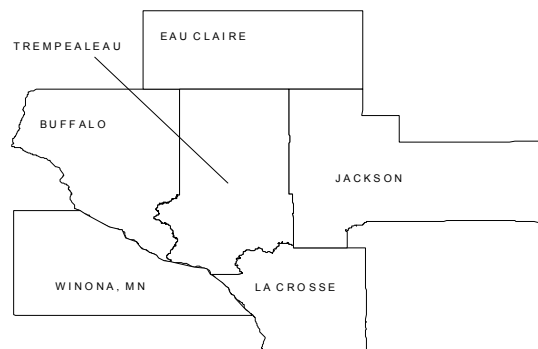


The net number of Trempealeau County residents commuting out of the county to work tripled between 1990 and 2000. In 1990 there was a net loss of 216 workers. By 2000 that increased to a net loss of 695 workers.

According to census data, the number of workers who commute to jobs in La Crosse County increased from 276 in 1990 to 799 reported in 2000, almost a three hundred percent increase. Some of the reasons that workers leave Trempealeau and travel to La Crosse County for a job include wages that are generally higher in La Crosse than in Trempealeau and more opportunities in management/professional positions that exist in La Crosse County.

There is a net gain in workers for Trempealeau County employers from Jackson and Buffalo counties and those gains did increase between the 1990 and 2000 censuses but are insufficient to compensate for the increase in commuters to La Crosse and Eau Claire counties.

	Trempealeau Co. residents commuting to listed county	Residents of listed county commuting into Trempealeau Co.	Net gain or loss of workers
La Crosse Co. WI	1,352	553	-799
Eau Claire Co. WI	969	762	-207
Winona Co. MN	798	203	-595
Jackson Co. WI	251	797	546
Buffalo Co. WI	192	643	451
Chippewa Co. WI	94	34	-60
Monroe Co. WI	52	40	-12
Dunn Co. WI	50	23	-27
Olmsted Co. MN	25	not avail.	not avail.
Houston Co. MN	24	16	-8
Elsewhere	246	262	16



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

Introducing NAICS (North American Industry Classification System)

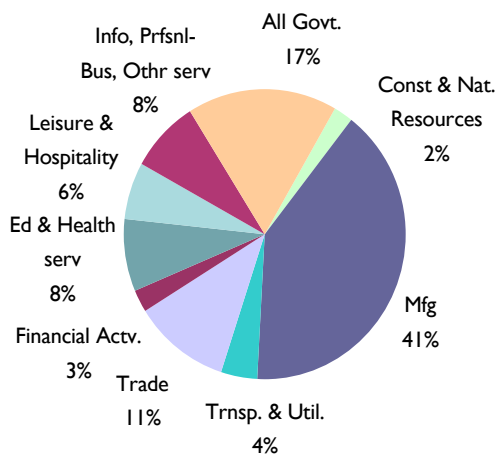
The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties, in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A lot could be written explaining the reasons for the change and the differences in the two systems. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving in-

dustries) and to include three North American countries in a uniform coding system.

NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data are so different that they cannot be compared to one another even if the industries share the same or similar name. The table at the bottom of the page shows the 2002 industry employment composition for Trempealeau County in present and former coding systems.

Trempealeau County Industry Distribution: 2002



Some of the more notable changes include; transportation employment is grouped with warehousing and utilities and now comprises 4 percent of local jobs compared with 5 percent under SIC which also included communication. Most jobs in communication were moved to a new information sector.

Wholesale and retail trade jobs declined to 11 percent of total employment in NAICS from 14 percent in SIC. The primary reason is that jobs with restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a

(Continued on page 7)

2002 Industry Employment in Trempealeau County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	286	2%	Construction & Mining	2%
Manufacturing	5,220	40%	Manufacturing	45%
Transportation, warehousing & utilities	535	4%	Transportation, utilities & communication	5%
Trade (wholesale & retail)	1,446	11%	Wholesale trade	3%
			Retail trade	11%
Financial activities	325	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	1,043	8%	Services & misc (incl. agr, forestry, fishing)	14%
Education and health services	1,038	8%	Government	17%
Leisure & hospitality	825	6%		
Government	2,235	17%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Trempealeau County Workforce Profile

part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector, grouped with private education in the monthly estimates. Most education jobs are included in the broader government sector in the monthly estimates.

The lists of top ten industries and employers in Trempealeau County uses the North American Industry Classification System. One big change with this list over previous years is the sub-groups within health services, two of which appear on the top ten industry list.

Top 10 Industry Groups in Trempealeau County

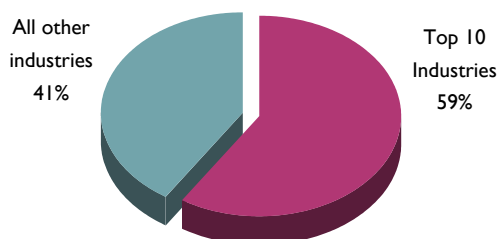
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Furniture and Related Product Mfg	*	*	*
Educational Services	8	1,126	12
Food Manufacturing	13	775	6
Nursing and Residential Care Facilities	5	608	17
Food Services and Drinking Places	54	543	-47
Plastics & Rubber Products Manufacturing	4	440	*
Truck Transportation	27	432	7
Hospitals	*	*	*
Machinery Manufacturing	7	345	-24
Executive, Legislative, & Gen Government	27	331	-27

*data suppressed to maintain confidentiality

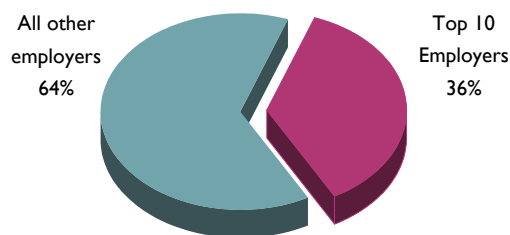
Top 10 Private Employers in Trempealeau County

Company	Product or Service	Size
Ashley Furniture Industries	Furniture Manufacturing	1000 +
JFC	Poultry processing	250-499
Kelsey Hayes	Plastics product manufacturing	250-499
Ashley Distribution Services	General freight trucking, long-distance, truckload	250-499
Tri-County Memorial Hospital	General medical & surgical hospitals	100-249
Franciscan Skemp Medical Center	Offices of physicians	100-249
Westfaliasurge	Farm machinery and equip. manufacturing	100-249
Osseo Area Hospital & Nursing	General medical & surgical hospitals	100-249
Whitehall Specialties	Cheese manufacturing	100-249
Granview Nursing Home	Nursing care facilities	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Trempealeau County Workforce Profile

The bottom graph emphasizes the strong presence of manufacturing employers in Trempealeau County. Roughly 41 percent of all jobs in the county and 49 percent of the total payroll is from the manufacturing sector. The annual average wage for workers in this sector in 2002 was \$30,951, the highest paying sector in Trempealeau County.

The average wage for all workers in Trempealeau County of \$26,178 increased by 5.7 percent from the 2001 average of \$24,766. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in education (this dataset includes both public and private) and health, in leisure and hospitality,

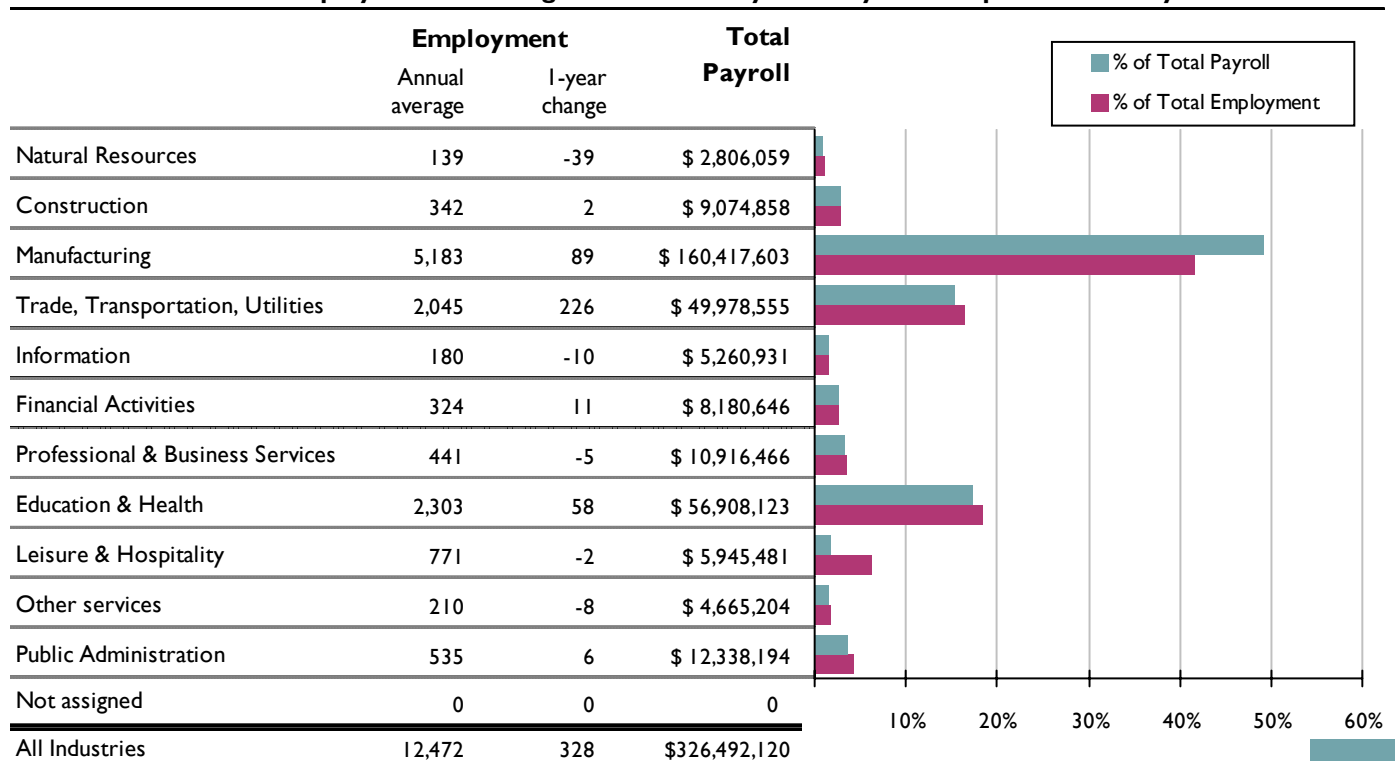
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Trempealeau	Wisconsin	% change
All Industries	\$ 32,422	\$ 26,178	81%	5.7%
Natural resources	\$ 25,481	\$ 20,187	79%	-0.3%
Construction	\$ 39,649	\$ 26,535	67%	1.8%
Manufacturing	\$ 40,584	\$ 30,951	76%	7.4%
Trade, Transportation, Utilities	\$ 28,422	\$ 24,439	86%	2.8%
Information	\$ 38,871	\$ 29,227	75%	5.8%
Financial activities	\$ 40,337	\$ 25,249	63%	4.9%
Professional & Business Services	\$ 36,324	\$ 24,754	68%	6.2%
Education & Health	\$ 33,768	\$ 24,710	73%	5.1%
Leisure & Hospitality	\$ 11,837	\$ 7,711	65%	2.8%
Other services	\$ 19,500	\$ 22,215	114%	6.6%
Public Administration	\$ 33,769	\$ 23,062	68%	1.4%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

and in other professional and business services, there are still details on part time jobs and temporary employment missing that are key components of annual average wages.

2002 Employment and Wage Distribution by Industry in Trempealeau County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can influence the type of services and housing available within a county.

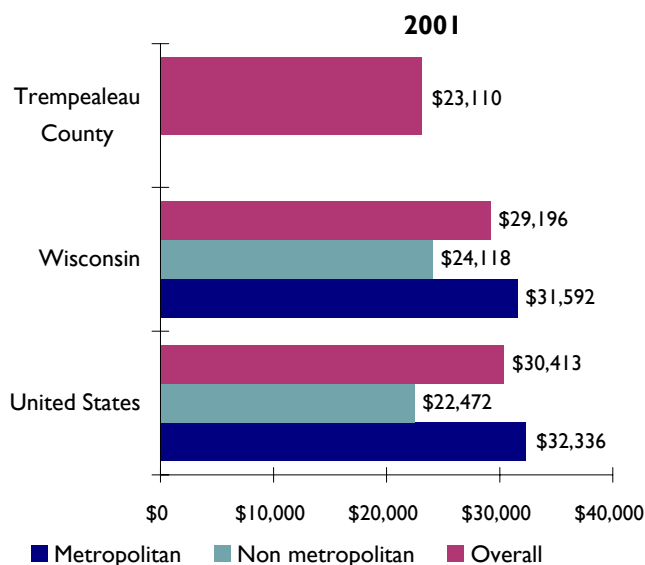
Trempealeau County's PCPI growth rate has been modest over the last five years, increasing 23.7 percent, and lagging both the state and national growth

rates by about two percentage points.

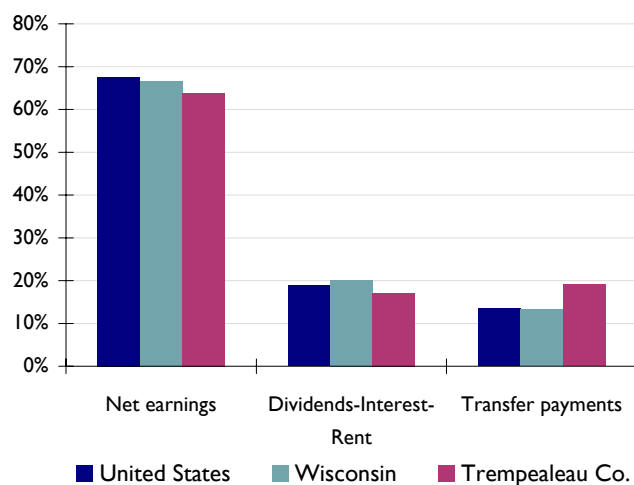
Trempealeau County's PCPI in 2002 of \$23,110 ranked 40th among Wisconsin's 72 counties. Per capita personal income can be influenced by the number of wage earners, average family size, the types of occupations available, average age of the residents, and the county's participation rate.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Trempealeau County	\$18,686	\$19,051	\$20,374	\$21,555	\$22,483	\$23,110	2.8%	23.7%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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